

## ABSTRACT OF THE DISCLOSURE

Disclosed is an advertising method using a public telephone and a system for providing free or discounted call service according to watching of an advertisement. A public telephone, a relay server, a communication line provider, an advertiser server and an Internet information server are connected through a communication network together. The relay server receives advertisement information from the advertiser server or the Internet information server and displays advertisement information through a display device of the public telephone for advertisement. The public telephone periodically downloads renewed advertisement information from the relay server to renew it. A user is benefited by free-call or discounted-call service depending on seeing and hearing of an advertisement over a given number. The multifunctional public telephone, which is installed at an unspecified location and displays advertisements, provides advertising effect of a high level for a low price to advertisers.